

Discovering Sales and Influencing

Customer expectations are higher than ever before, and trust has become the leading currency in sales. Upskill your sales teams to enrich their customer conversations, build better relationships and become trusted advisors with our Discovering Sales and Influencing programme.

What is Discovering Sales and Influencing?

Discovering Sales and Influencing is Insights advanced comprehensive learning programme that takes salespeople on a personal development journey to become experts in human connections. Using Insights Discovery to explore individual selling styles and understand the psychology behind the customer, Discovering Sales and Influencing builds on this foundational knowledge and assesses preferences and behaviours at each stage of the sale.

Individuals study each of the six stages of the Insights Effective Selling model and learn how to leverage their own colour energies and key selling behaviours to strategically build customer relationships.

With personalised materials, salespeople are encouraged to reflect on their current approach, strengthen their personal brand and hone their human skills to become highly-developed sales professionals.



What is Discovering Sales and Influencing?

The Discovering Sales and Influencing programme is flexible and engaging, with modular and interactive playbook style content. It can be easily built into a multi-stage programme that helps salespeople enhance their skills, enrich their conversations, and build targeted action plans to strengthen each customer relationship.



What will salespeople learn?

Breaking up the Insights six stages of effective selling into modules, individuals are guided through the immersive learning experience to work on specific areas for development. This allows your salespeople to address personal growth areas at each stage of the sale and challenges them to exceed customer expectations.

We provide sales professionals with an interactive and modular programme to help them:

- Develop a customer-centred approach and have more authentic and impactful conversations
- Thoroughly explore and develop four key behaviours at each of the six stages of selling
- Develop a more versatile sales approach that allows them to respond expertly to customer needs and preferences
- Manage their own personal brand and continually build on and develop specific areas of personal growth
- Map out strategies for strengthening their connections with specific customers
- Become a salesperson who approaches sales with the awareness of self, the customer, and the unique dynamic that exists between the two

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Develop a customer-centred approach and have more authentic and impactful conversations

How does it work?

Discovering Sales and Influencing is a highly practical and flexible approach to developing your sales teams. The programme consists of a launch pad experience, six live-learning sessions and interactive playbooks to support each module and guide salespeople through the activities and reflective exercises.

The modular approach and bite-size learning sessions make it possible to easily integrate the content alongside existing sales training or methodologies, enhancing your sales programmes by introducing the human-centred approach that transforms customer relationships.

Each salesperson will receive their own profile, including a dedicated sales chapter that explores their strengths and challenges at each stage of the sale to personalise their learning. This profile is explored in-depth throughout the programme.

Launch Pad experience

This live-learning session starts the journey by applying the Insights Discovery model in a sales setting and helping learners to explore their own unique selling style.

Leveraging this knowledge, they will use their personal profile to reflect on their own sales preference indicators before learning how to recognise behaviours in others. The launchpad delivers the foundational knowledge salespeople will revisit and deepen at each stage.

The six modules

The six modules address behaviours and skills at each of the stages of selling and can be delivered in flexible increments depending on needs.

The framework used for each of the six modules is consistent to help reinforce the learning, build momentum, and give the opportunity for flexible discussions across each area.

The playbooks for each module are designed to be interactive and engaging, with added elements such as e-modules, sound bites, space to record learning and links to further resources.

Each module follows this pathway and is designed to guide the individual through the learning, as well as to be continually updated and revisited as they enhance their skills.



Preparation

- Learning outcomes
- Self-assessment
- Reflection exercise

Embedding

- Setting your goal
- Top tips
- Resource hub

Learning

- Understanding your sales style
- Skill builder
- Applying the learning

What is the impact?

Discovering Sales and Influencing activates self-awareness and awareness of the customer, which are both key to improving performance, efficiency and motivation in sales teams.

Traditional sales methodologies focus on process and strategies, but we believe the real impact is made when you combine these with a deep understanding of people and their preferences.

A people-centred approach to sales will help you to:

- 1** Create a **strategic** and **highly personalised** customer focus
- 2** **Boost customer experiences** by developing empathetic and trusted sales advisors
- 3** **Improve closing rates** as salespeople can better prepare for and manage objections
- 4** **Increase customer retention** and **loyalty** by building better connections and authentic relationships
- 5** **Accelerate speed to performance** with targeted plans for development in growth in areas that will have the greatest impact

Get in touch

Help your sales teams ignite the human spark in every customer conversation.

To find out more about Discovering Sales and Influencing and how we can help you boost your sales performance get in touch at www.insights.com